

### **REMARKS**

Claims 1-5, 7-9 and 11-20 are pending in the present application. With entry of this Amendment, Applicants amend claims 1, 2, 8 and 12-14. Reexamination and reconsideration are respectfully requested.

The Examiner rejected all of the pending claims under § 103(a) as being unpatentable over Snyder (US 6643641 B1) in view of Doi et al. (US 6247010 B1) and over Zilberstein et al. (US 6060657 B1) in view of Denber (US 6233547 B1). The rejections are respectfully traversed.

The present invention, as set forth in claim 1, is directed to a method for conducting a search of information sites. The search can be based on an item keyword (e.g., commodity "A") and an action keyword (e.g., "purchase") to more closely tailor the search to the user's purpose. The present invention, as set forth in claim 1, also allows a user to request registering an information site with an item keyword and an action keyword. In response to the request, the user inputs directory information, such as a URL, of the new information site together (or at a later time) with an item keyword and an action keyword associated with the new information site. (See, e.g., paragraph 0032 of the written description). The registration contents are received by the searching server and stored in a database for subsequent searches.

Applicants have amended claim 1 to emphasize that a user of a client terminal inputs "directory information" of new information site with an item keyword and an action keyword. Specifically, claim 1 recites "registering directory information of a new information site in the searching server together with an item keyword and an action keyword matching contents information presented by the new information site in response to a request for registration of the new information site from a client terminal and in response to a user of the client terminal inputting the directory information, the item keyword and the action keyword."

The Examiner concedes that Synder does not disclose the above recitation. (See Office Action at page 3.) Doi does not make up for the deficiencies of Synder. All the Doi discloses is

inputting text used for searching a database. (See, e.g., Col. 7, lines 9-60 and Col. 9, line 64 to Col. 10, line 67.) There is no disclosure or suggestion of inputting "directory information of a new information site" with an item keyword and an action keyword for registering as described above.

Similarly, the Examiner concedes that Zilberstein does not disclose the above recitation. (See Office Action at page 6.) Denber does not make up for the deficiencies of Zilberstein. All the Denber discloses is inputting a query in a natural language to retrieve images. (See, e.g., Col. 4, lines 6-38.) There is no disclosure or suggestion of inputting "directory information of a new information site" with an item keyword and an action keyword as described above or, for that matter, even registering.

Accordingly, Applicants respectfully submit that claim 1 is patentable over Synder, Doi, Zilberstein and Denber. Independent claims 2, 8 and 12-14 have been similarly amended and are patentable over these references for at least the reasons discussed above. Dependent claims 3-5, 7, 9, 11 and 15-20 are patentable over these references for at the least the reasons set forth above.

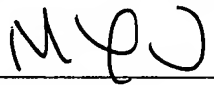
In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue.

If, for any reason, the Examiner finds the application other than in condition for allowance, Applicants request that the Examiner contact the undersigned attorney at the Los Angeles telephone number (213) 892-5630 to discuss any steps necessary to place the application in condition for allowance.

In the unlikely event that the transmittal letter is separated from this document and the Patent Office determines that an extension and/or other relief is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing Docket No. 393032029200.

Dated: April 24, 2007

Respectfully submitted,

By   
Mehran Arjomand  
Registration No.: 48,231  
MORRISON & FOERSTER LLP  
555 West Fifth Street, Suite 3500  
Los Angeles, California 90013  
(213) 892-5200